

ABSTRACT OF THE DISCLOSURE

Reliable and quick adjustment of, for example, a print start position is achieved through accurate recognition of the positional relationship between a medium and a reference position used when printing. As regards performing printing by forming dots on a medium using a movable print head, the print head is moved by a first set amount from a reference position used when printing and it prints a first reference pattern on the medium, a position of an edge of the medium on the reference position side in the direction of movement of the print head is detected, and the print head is moved to a position that is apart by a second set amount from the position of the edge that has been detected and it prints a second reference pattern.